

CLAIMS:

1-17. (cancelled)

18. (previously presented) A mobile terminal for use in a broadcasting system comprising a broadcast station, the mobile terminal comprising:

 interactive device interface specifically configured to communicate with an interactive device for receiving broadcast information from the broadcast station;

 interactive device control configured to instruct the interactive device via the interactive device interface to control reception and reproduction of the broadcast information by the interactive device and forwarding of selected information in the broadcast information to the mobile terminal from the interactive device;

 request generator configured to generate a user request for incentive information for promoting a service found in the broadcast information;

 request sender configured to transmit the user request for incentive information, which is receivable by a management system;

 incentive information receiver configured to receive the incentive information returned from the management system;

 incentive information storage configured to store the incentive information returned from the management system;

 mobile communication network interface configured to communicate via a mobile communication network with a service facility that provides the service; and

 incentive information presenter configured to present the stored incentive information to the service facility in order to receive the promoted service from the service facility.

19. (previously presented) The mobile terminal of claim 18, wherein the request sender sends the user request to the management system via the interactive device.

20. (previously presented) The mobile terminal of claim 18, wherein the incentive information receiver receives the incentive information from the interactive device interface via the interactive device.

21. (withdrawn) The mobile terminal of claim 18, wherein the incentive information receiver receives the incentive information from the mobile communication network interface via the mobile communication network.

22. (withdrawn) The mobile terminal of claim 18, wherein the request sender sends the user request to the management system via the mobile communication network.

23. (withdrawn) The mobile terminal of claim 22, wherein the broadcast information comprises a network address of the management system, and the request sender sends the user request to the network address via the mobile communication network.

24. (previously presented) The mobile terminal of claim 18, further comprising a memory for storing personal information, wherein the personal information is communicated to the management system, along with the user request.

25. (previously presented) The mobile terminal of claim 18, wherein the user request comprises a form to be filled with information by a user.

26. (previously presented) The mobile terminal of claim 18, wherein the incentive information from the management system comprises a request requesting the service facility to render the promoted service.

27. (previously presented) The mobile terminal of claim 18, wherein the incentive information from the management system comprises a redeemable promotion for the service from the service facility.

28. (previously presented) The mobile terminal of claim 18, wherein the user request comprises a qualification for the user to receive the incentive information.

29. (previously presented) The mobile terminal of claim 18, wherein the incentive information presenter communicates at least a part of the incentive information to the service facility via the mobile communication network.

30. (previously presented) The mobile terminal of claim 18, wherein the interactive device comprises a set-top box, and the interactive device interface comprises a set-top

box interface.

31. (withdrawn) A method for distributing service incentive information to a mobile terminal in a broadcasting system comprising a broadcast station, the method being implemented at the mobile terminal and comprising the steps of:

establishing communication with an interactive device so that the mobile terminal receives broadcast information from the broadcast station via an interactive device interface which is provided for the mobile terminal and specifically configured to communicate with the interactive device;

instructing the interactive device via the interactive device interface to control reception and reproduction of the broadcast information by the interactive device and forwarding of selected information in the broadcast information to the mobile terminal from the interactive device;

interacting with a user of the mobile terminal to generate a user request in relation to the broadcast information, wherein the user request is receivable by a management system so that the mobile terminal receives from the management system incentive information for promoting a service; and

communicating via a mobile communication network with a service facility that provides the service, in order to receive the promoted service from the service facility.

32. (withdrawn) The method of claim 31, further comprising sending the user request to the management system via the interactive device at an instruction from the mobile terminal.

33. (withdrawn) The method of claim 31, further comprising receiving the incentive information via the interactive device.

34. (withdrawn) The method of claim 31, further comprising receiving the incentive information via the mobile communication network.

35. (withdrawn) The method of claim 31, further comprising sending the user request to the management system via the mobile communication network.

36. (withdrawn) The method of claim 35, wherein the broadcast information comprises a

network address of the management system, and sending the user request to the management system comprises sending the user request to the network address.

37. (withdrawn) The method of claim 31, further comprising communicating personal information of the user to the management system, along with the user request.

38. (withdrawn) The method of claim 31, wherein generating the user request comprises inputting data into a form.

39. (withdrawn) The method of claim 31, wherein the incentive information from the management system comprises a request requesting the service facility to render the promoted service.

40. (withdrawn) The method of claim 31, wherein the incentive information from the management system comprises a redeemable promotion for the service from the service facility.

41. (withdrawn) The method of claim 31, wherein the user request comprises a qualification for the user to receive the incentive information.

42. (withdrawn) The method of claim 31, further comprising communicating at least a part of the incentive information to the service facility via the mobile communication network.

43. (withdrawn) A management system for distributing service incentive information to a mobile terminal in a broadcasting system comprising a broadcast station for broadcasting broadcast information, comprising:

user request receiver that receives a user request from an interactive device which receives and reproduces the broadcast information from the broadcast station under control of the mobile terminal, wherein the user request is generated by the mobile terminal in relation to the broadcast information received by the interactive device and forwarded to the mobile terminal from the interactive device at an instruction from the mobile terminal;

incentive information generator responsive to the user request to generate

incentive information for promoting a service; and

incentive information transmitter that transmits the incentive information to the mobile terminal so that a user of the mobile terminal uses the incentive information to receive the promoted service from a service facility via a mobile communication network.

44. (cancelled)

45. (withdrawn) The management system of claim 43, wherein incentive information transmitter sends the incentive information to the mobile terminal via the interactive device.

46. (withdrawn) The management system of claim 43, wherein the incentive information transmitter sends the incentive information to the mobile terminal via the mobile communication network.

47. (cancelled)

48. (withdrawn) The management system of claim 43, wherein the broadcast information comprises a network address of the management system, and the mobile terminal sends the user request to the network address.

49. (withdrawn) The management system of claim 43, wherein the user request receiver receives personal information of the user, along with the user request.

50. (withdrawn) The management system of claim 43, wherein the incentive information comprises a request requesting the service facility to render the promoted service.

51. (withdrawn) The management system of claim 43, wherein the incentive information comprises a redeemable promotion for the service from the service facility.

52. (withdrawn) The management system of claim 43, wherein the user request comprises a qualification for the user to receive the incentive information.

53. (withdrawn) The management system of claim 52, wherein the incentive

information generator determines, based on the qualification, if the user qualifies for the incentive information.

54. (previously presented) The mobile terminal of claim 18, wherein the user request and the incentive information are transmittable via either the interactive device, or the mobile communication network.

55. (withdrawn) The method of claim 31, further comprising transmitting the user request and the incentive information via either the interactive device or the mobile communication network.